



Tourism Europe

MARKETING ROLLOUTS

SEPTEMBER 14-17, 2004

THE MANGUM GROUP
A MARKETING COMPANY



The Past

- **Hawai'i underwent a process of restructuring – tourism industry needed to make a change**
- **Period of restructuring brought along many rumors, obstacles and setbacks - Hawai'i Tourism Europe started its business in a challenging situation**
- **confidence in our competence, our networks and in the potential of the European market**
- **Visitor numbers culminated in 1992 with more than 230.000 and went constantly down to 110.000 in 2003**

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The Present

- **Reduce the lack of visibility Hawai'i suffered in Europe**
- **Re-position Hawai'i and increase of performance in the market: Diversity instead of beach only**
- **Develop clear brand message for Hawai'i – “The Dream”**
- **Increase awareness through non-tourism industries and reach new market segments**

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The Present: 2Q2004

Key Results

- 17 Mio. People reached through PR
- 20 Mio. Contacts achieved with pan-European Dole campaign, several thousand consumers provided with personal information and brochures
- More than 60.000 trade contacts established through trade shows, trainings and sales calls
- For the first Time since 1992, a negative trend was turned around: + 8,2% European Visitor increase y-t-d July 04

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Key Results

Dole Mother's Day Promotion 50 First Dates

First Dates

Fancy treating your Mom to a holiday of a lifetime? Why not enter our competition to win a holiday for 2 to Hawaii with Dole Holidays. You can win your Mom away on United Airlines for a 7 night stay at the Hilton Hawaiian Village Beach Resort & Spa located on 22 tropical acres of Waikiki's best beach. Home to the World renowned Mokuaia Spa and Hialeka Hawaii preventative medicine, you'll also be encouraged to take part in many of Hawaii's activities including kite flying, surfing and hula lessons!

For more great ideas visit www.dole.com or call 1-800-4-A-DOLE

For full terms & conditions, please visit www.dole.com

Name _____

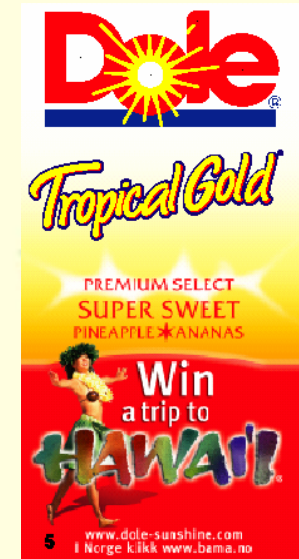
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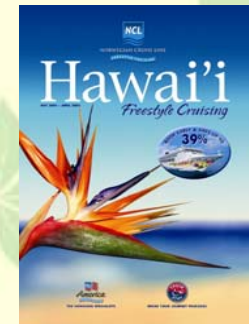
Key Results

Website

Ironman

Trade Supplement

Destination of the Month

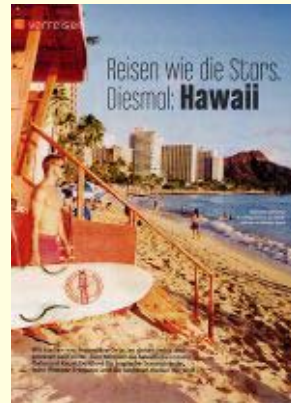


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Key Results

PR/Media



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Overall Objectives

Increase visitor numbers from Europe in order to diversify the market of Hawai'i's Inbound travel

Increase visitor expenditure

- **by creating a brand image that communicates Hawai'i as a dream destination with unique culture and great diversity of sights and activities**
- **by targeting higher income groups and groups with higher spending habits**



The European Hawai'i Visitor

- **Highest Length of Stay with average 13.5 days**
- **Highest Average visitor trip expenditure with us\$ 1.945**

(Source: DBEDT)

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Key Strategies – Trade

- **Close Partnership to tour operators and implementation of fully integrated marketing activities**
- **Intense contact to travel agencies and constant training and information services**
- **Close partnership to airlines and involvement in coop campaigns**
- **Develop the expanding CMI market for Hawai'i**

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Key Strategies – Consumer

- **Stimulate consumer awareness for Hawai'i through PR and internet activities**
- **Create an interest in and excitement around hawai'i**
- **Position Hawai'i as dream destination, offering a broad range of products**
- **Approach premium brands and brands that are close to Hawai'i for joint brand marketing campaigns**

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Key Strategies – Media

- **Close partnership to top media**
- **Increase exposure on Hawai'i through consistent supply of press information and organization of media trips**
- **Develop a fully integrated PR campaign, making Hawai'i the “Talk of the town”, going beyond pure holiday programs and focusing on lifestyle issues and titles**

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**We will continue with our Brand message
for Hawai'i**

..."THE DREAM"

- Perceived by Travel trade partners, consumers and journalists**
- Confirmed by a study of Forsa Institute (Society for Market, opinion and social research)**

TAPE RUNNING

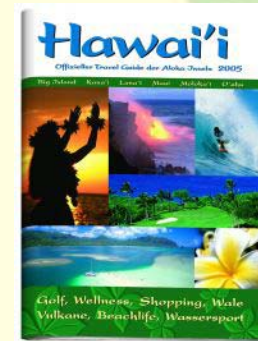
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Projects 2005 – Hawai'i “Ohana”

Establish and maintain an extensive information network

- **Hawai'i Travel Planner (annual)**
- **Quarterly newsletters to trade and consumers**
- **Regular update and extension of website – platform for coop campaigns**



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Projects 2005 – Trade & Consumer Shows

- 01/05: CMT Golf & Wellness,
Stuttgart**
- 02/05: National Wedding Show,
London & Manchester**
- 03/05: Destinations, London &
Birmingham**
- 03/05: ITB, Berlin**
- 10/05: Envie de Partir, Paris**
- 11/05: WTM, London**
- 12/05: EIBTM, Barcelona**



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Projects 2005 – Sales Mission “Aloha on Stage”

11/05:

- **Scheduled pre/post WTM**
- **Sales Mission through various European cities: London, Paris, Zurich, Milan, Munich, Frankfurt**
- **Sales calls to key tour operators, media events, travel agent/reservation staff trainings**
- **Present your product personally to European partners**

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Projects 2005 – Trade Trainings

- **“Aloha Halau” – Online information and training tool**
- **Roadshows with partners (tour operators, Visit USA, PATA) for travel agents**
- **Regular staff trainings with reservation teams**
- **Workshops at trade & consumer shows and in cooperation with media partners**

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Projects 2005 – Trade Fams

**01/05: In cooperation with Korean Air For
German/Dutch Wholesalers**

01/05: FTI Travel agent fam

03/05: Pan-European tour operator travel expo

10/05: Top CMI agent fam

**12/05: Top UK agent fam in cooperation with
American Airlines**

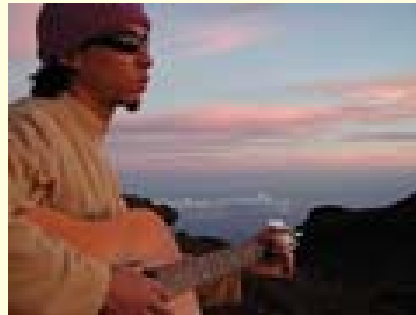
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Projects 2005 – Promotions

01 – 12/05:

“Aloha Live” campaign in cooperation with FTI tour operator and Worldsound music. FTI’s new Hawai’i stand alone catalogue will be completed by a Hawai’ian music CD. PR campaign. Events for Travel agencies.



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Projects 2005 – Promotions

01–09/05:

**Pan-European Brand marketing
campaign with Chiemsee, sports
Lifestyle & Leisure fashion company**



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Projects 2005 – Promotions

01/05: Ebookers.com and lastminute.com online promotions

01/05: Hawai'i coop campaign with Del Monte Fruit Juice Packs

02/05: Hawai'i Arts Season Promotion in cooperation with media, Group operator and ethnological museum

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Projects 2005 – Promotions

**02/05: Valentine's Day Promotion with retail store
Selfridges, UK**

**02/05: Valentine's Day Promotion with flowers.de,
Germany's large online flower retailer**

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Projects 2005 – Promotions

04/05: Promotion with soft drink retailer, Hawai'i sweepstakes on bottle with online project.

04/05: Coop campaign with Hawai'ian Tropic. Point of sale campaign, joint “Miss Hawai'ian Tropic” Event and involvement of female magazine.

06/05: Golf promotion in cooperation with golf equipment manufacturer and golf clubs. Consumer mailing. Point of Sale activities.

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Projects 2005 – Promotions

06/05:

NCL Hawai'i Lu'au for Key agents and Top clients in various European cities, promoting the new Pride of America cruise



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Projects 2005 – Promotions

07/05: Surf Promotion with surf equipment retailer and surf magazine.



11/05: Pan-European campaign focusing on the wellness sector and luxury travel segment. Involvement of cosmetic/perfume brand.

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Projects 2005 – PR & Media

news PLUS
communications + media

03/05: Vox Wolkenlos Double TV Feature, Germany & Switzerland

2005: “Traumschiff” (Germany’s Love Boat Movie) evaluates possibilities to do their next feature on Hawai’i

2005: Various press trips

2005: Involvement of PR tools in all Promotions – maximizing budget

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KPI Results 2Q2004

Activity/KPI	Plan total year 2004	Total to 2Q2004
Consumer Database	6.000	3.492
Trade Sales Calls	200 p.a.	356
Trade trainings	9 p.a.	6
Branding development	20 coop promotions	12
Trade & Consumer Show participations	14 p.a.	7
Media Calls	40 p.a.	165
PR Value	3.000.000 US \$	9.066.275 US \$

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Achievements

We have achieved our goals and will continue to work hard to contribute to sustainable economic growth for Hawai‘is Tourism Industry.

MAHALO for your support!

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